

FIRST BY AIR EXPORT FROM ASSAM TO VIETNAM OF NORTH EAST GI FOOD PRODUCTS

By North East Farm Sales Promotion



Assam & North East India is a God Gifted Region in agricultural sector & various unique varieties of Rice, Spice, Tea, Bamboo, Fruits, etc are available here.

From sweetest pineapple to hottest chilly, from anti-cancer black rice to instant ready to eat magic rice, from immunity booster ginger to highest curcumin turmeric, from unique varieties of lemon to world famous tea, North East region has it all.

It has approx 20 agri GI's, which is a sizeable number.

To promote NE India across the world through its agro heritage, a Start up, North East Farm Sales Promotion (NEFSP) incubated at Assam Start up with IIM Calcutta Innovation Park & MANAGE- Ministry of Agriculture did first export of North East GI food products viz. Assam Orthodox Tea, Sikkim Large Cardamom, Naga Chilli Dry & Manipur Black Rice and 4 bathing soaps made by fruits to Ho Chi Minh City, Vietnam on 19th of May at Guwahati Airport, International Air Cargo Terminal.

Guest of Honor was H.E Dr. Madan Sethi, Consul General of India at Ho Chi Minh City, Vietnam.

Ms. Sunita Rai, Regional Manager - Apeda, Er. Manoj Das, MD - NERAMAC, Brig. R. K. Singh, MD - NEHHDC, Mr. A. D. Mishra, Regional Manager - Trifed also delivered addresses.

Ms. Jahnabi Phookan, Director JTI Group, Advisor NEFSP delivered vote of thanks

This is the first time an export by air took place from Assam to South East Asian country, Vietnam.

This activity was partnered by office of Indian Consul General, Ho Chi Minh City, Vietnam.

This activity was also supported by Airport Authority of India, Guwahati, India Post, APEDA, Ministry of Commerce, Konyak JTI Group, NERAMAC, NEHHDC, TRIFED, Marcofed - Nagaland, MoMA - Manipur.

North East Farm Sales Promotion has further plans to export North East GI food products to Europe, Africa, Singapore, etc in coming future. It also plans to set up franchisee store in Ho Chi Minh City to sell Assam & NE food products.

Its vision is to take NE region global through its agro heritage & as per start up, it's very much possible vision & every possible thing comes with its own challenges of marketing/logistics/compliances, etc which start up is confident to work out.

NEFSP currently has 70 food products from whole NE region in categories of - Spice/Rice/Tea/Pickles/Natural Grooming/Innovative value added/GI products

Its products are currently available at Konyak - Guwahati, Purbashree Emporium - Pamohi, Guwahati, Purbashree Emporium - Statue of Unity, Ahmedabad, Tribes Showroom, Guwahati Airport.

Today, its products, under 2 brands namely, North East Heritage - GI Range & Secrets of Brahmaputra - God's Gifted Region are biggest brands having products from all 8 states of NE & is biggest brand of NE GI products as well.

Its products come in best eco friendly paper can packaging with vacuum packed. It's products have also gone for display at World Economic Forum held at Dawos, Switzerland.

To promote whole agro sector of North East, it also provides service of packaging (Designing logo, designing label, writing label, packaging material, printing, packaging equipments, etc) to FPOs/Farmer groups/Departments working with producers & in past has provided packaging services to Trissam brand of APTDC & IIE and Naturally Nagaland of Marcofed, Nagaland. Start up plans to set up one of its kind, Common Facility Center on packaging in Assam soon, so small to big farmers can avail service of designing, packaging material & filling and sealing at one place.

Press releases:



North East GI products exported to Vietnam by air for the first time

Synopsis

This is first time, an export by air took place from Assam to South East Asian country Vietnam .This activity was partnered by office of Indian Consul General, Hochiminh city, Vietnam. This activity was also supported by Airport authority of India Guwahati, India post, Apeda Ministry of Commerce, KONYAKstore, JTI Group, Neramac, NEHHDC, Trifed, Marcofed Nagaland, MoMA Manipur.



Representative Image.

A start up, North East Farm Sales Promotion (**NEFSP**) incubated at **Assam** Start up did first export of **North East GI Food** products, Assam Orthodox Tea, Large Cardamom, Naga Chilli & Black Rice and Bathing soaps made by fruits to Hochiminh city, Vietnam from Guwahati airport International air cargo terminal.

This is first time, an export by air took place from Assam to South East Asian country Vietnam .This activity was partnered by office of Indian Consul General, Hochiminh city, Vietnam

This activity was also supported by Airport authority of India Guwahati, India post, Apeda Ministry of Commerce, KONYAKstore, JTI Group, Neramac, NEHHDC, Trifed, Marcofed Nagaland, MoMA Manipur.

The Start up, North East Farm Sales Promotion has further plans to export NorthEast GI food products to Europe, Africa, Singapore etc in the coming future. It also plans to set up franchise store in Ho Chi Minh city to sell Assam & NE food products.

The company stated the vision is to take NE region global through its agro heritage which is as per start up, its very much possible vision & every possible thing comes with its own challenges of marketing/logistics/compliance etc, which the startup is confident to work out The Start up currently has 70 food products from whole NE region in categories of Spice/Rice/Tea/Pickles/Natural Grooming/Innovative value added/GI products.

Its products are currently available at KONYAK store, Guwahati, Purbashree **Pamohi Guwahati**, Statue of Unity Ahmedabad, Tribes Guwahati airport.

The Start up plans to set up one of its kind, **Common Facility Center** on packaging in Assam soon, so small to big farmers can avail service of designing, packaging material & filling & sealing at one place.

Link of electronic media releases:

Economic Times-

https://l.facebook.com/l.php?u=https%3A%2F%2Feconomictimes.indiatimes.com%2Fnews%2FIndia%2Fnorth-east-gi-products-exported-to-vietnam-by-air-for-the-first-time%2Farticleshow%2F91696664.cms%3Ffbclid%3DIwAR2TzM8_u1llcTI5ATxeqlzHUDaYiMijtEix5LYGUUh-vkxBNSMPEnSfu8&h=AT3U8TJHQGLrLhcQWl5Xwh27diYIUTQ3E8XHgTC84L1Ojl7rIMrThpQWH3dKGhndt-8OCnnd19hxdFyueoFlfS7eETzjkD1XZaCSe_RHVDi58U2OP3sOmxtAN84-7vuTipX&_tn_=-UK*F

Hindustan Times-

https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.hindustantimes.com%2FIndia-news%2Fin-a-first-agro-products-from-northeast-exported-from-assam-to-vietnam-by-air-101653051531510.html%3Ffbclid%3DIwAR0ErEgHp3uS9pwwdIRZBIUKU-nGQ5SPMjeAI7KkByDLM7m2s-hpWnu_DH0&h=AT1ivShZxVzdIgXn-VR34xFqGSz5YBwtdt2tWdu-na0pXx-xGhLbVPndDrel1ojxAIOASf_e8-hv7tWTUzZfKozmeOls65u-5TInt-jxEIFpI562tFRswkkvm8MrmyKaqLWY&_tn_=-UK*F

Business World-

https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.businessworld.in%2Farticle%2FNEFSP-Exports-20-GI-Agro-Products-To-Vietnam%2F20-05-2022-429659%3Ffbclid%3DIwAR1AwPQnljZ0Wr0M8f1gIG4RwAG49vTcY4jZ-lyVFARTx1KNdUeqgEsUoo%23.YofWwWm-4hg.whatsapp&h=AT3Bq4wBFFTx7lPjHnUoiEUCT51SXlx9-37vhHGvg6CRyLxINvcDIUbJdng_1s3P5Y1BZagsGrdXS_7YyPMH86CQJfiuA-zRplZqZL43iVY5S31rEqXFn_ugH1ZFliwLxpOY&_tn_=-UK*F

Arunachal Times-

https://l.facebook.com/l.php?u=https%3A%2F%2Farunachaltimes.in%2Findex.php%2F2022%2F05%2F21%2Fnefsp-exports-gi-agro-products-to-vietnam%2F%3Ffbclid%3DIwAR0Ucn5d6eLONrOrYocOSXvgaEuIAyglAUJD6UmaSD8672b1KIqSslq6qA0&h=AT0Wk2nUTMcqaNwRCQx5Vy8FrZ8o19GqvBRh3AN6U6x3BjG32VfL6B-jHOs2MbeAjsu2qYktvTHY80vL_k2-asYB6VMuCTn2cp5lcqjOgp6v5Pbvo3KfjwSWJdJ24ainG2M&_tn_=-UK*F

East Mojo-

https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.eastmojo.com%2Fassam%2F2022%2F05%2F20%2Fnortheast-agro-products-exported-to-vietnam-for-the-first-time%2F%3Ffbclid%3DIwAR3Avy-WIjNadjuHy1qyOJ2nIardFqOFAAU-J8rsiThldS1hVREAi9L8IE&h=AT10P06tLwVWtUkDrwjtkxeHFrbynkSh3C50GSZKJ38BcplDgx9TzgH_FYmYRfjT7I-X6OYSKzT5xKibbJCFzg5Fa7D0tWo84lmlvwx3r3ybfLC0OIQFfhzpruUiq62sC-i&_tn_=-UK*F

The week-

https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.theweek.in%2Fwire-updates%2Fbusiness%2F2022%2F05%2F20%2Fces3-as-vietnam-export.html%3Ffbclid%3DIwAR2zVc7WK4ofOgMomRdRe_G-S9UgYc5jNbl_PFOLF1RI2SgCXWPDTk0y8Y&h=AT1O90KyWkqOw_q-KuHC1WOOt0cJRhStar65VDMrZskw3SAOwdaQmxNaml0s9ce29BvliQ7_cXZbveOmu5NSg-TUpetpiB5wcpozWoWZZ5CtTIL6Tsc5j0LYKm7jf9pvwZsP&_tn_=-UK*F

Link of video releases:

East Mojo-

https://l.facebook.com/l.php?u=https%3A%2F%2Fyoutu.be%2Fh14AnRclh0%3Ffbclid%3DIwAR0YeeUW2_RY41VXTJOWXs4YXCmHl8EkhtYLR4HoCnen52yil6VxpmbSYyl&h=AT1qr3b6bEyapDaQQqQcKgos2ICVo3D2IkluJp_eYLh5W1SbOYifDmAnnZMXGQF5ZyDfPKTnvpFm5rgzbeljP1qDWt1g7-Ss4fg7herdpb-urRtWI1gNL_H9DLjoHnaRuGOA&_tn_=-UK*F

Northeast Live (Hindi)-

https://l.facebook.com/l.php?u=https%3A%2F%2Ffb.watch%2Fd6O0QgpTqx%2F%3Ffbclid%3DIwAR0h3feMci87YvRLaMEb15mmqj5zQ8hNSU3W3_WWrp6G6OR0Zadd0HQ0ZRM&h=AT0IexW1h2bCX-SbSXbjp74aPqL7_sM-QC6mmYOgtpxG9gVlcGBQ0GaQw6zXwKyLfHQWQIHXGaglbJxFWbOO8L2NgdS7kanbq0-3fh9FR4VMM_CRKH6ZcV08kbc70D8nsmCD&_tn_=-UK*F

Northeast Live (English)-

https://l.facebook.com/l.php?u=https%3A%2F%2Ffb.watch%2Fd7nQgdjdN3%2F%3Ffbclid%3DIwAR1Y9OUzPN-5_aCjKTd5gYjYeVjhPpEs9I4sX5PJ2_MR6mh6BvY8o0dBDZo&h=AT2CCDBdTeu3rptMji5ENcPpsvp5_Ky3KNbVuRXAiFVe8tl85gLsEvZ5YKvvrKenpQ8rZ6pGGNZ55x2sC3qLHG1VbTdgPoT_0ZWHwq5FgPN0JM7rAqJjKI4vLWw5m_cnvga&_tn_=-UK*F

FUTURE PLANS

Opening of stores-

NE all tourist locations, presence of own brand
Franchise outlets of own brand to be opened
Franchise stores opening abroad with Indian Diaspora

Social Initiative-

NEFSP to improve lives of Road side vegetable sellers

Road side vegetable sellers/farmers, have all right for life with dignity.
In hot summer, they sell under sun or just under a tarpaulin sheet; this should not be fate of Anna data.
NEFSP will ensure to provide them modern vending carts (daily basis - rent free) having space for shed from rain/sun light and also proper storage space.

It will be mobile detachable and may be set up in morning and taken out in evening and storage space etc for this, will be provided by us.

In future, to work from upcoming unit at Jagiroad area.

Same road side vegetable sellers, will be provided with PROVESH model, where there unsold products at the end of the day will be procured by us at wholesale rates and will be processed, so no road side vegetable seller will go home without money in hand.

When Farmers win, NEFSP win.